

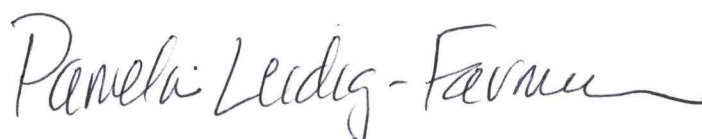
indetail Magazine Media Guide and Marketing Plan

An Honors Thesis (HONRS 499)

by

Stephanie Cope and Amanda Junk

**Thesis Advisor
Pam Leidig-Farmen**

A handwritten signature in black ink that reads "Pamela Leidig-Farmen". The signature is written in a cursive style with a long, sweeping underline.

**Ball State University
Muncie, Indiana**

May 2010

Expected Date of Graduation

May 2010

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Abstract

With the media industry experiencing the blunt of financial cutbacks in the business world, one possibility to avoid cutting costs without sacrificing content or creativity is to create a magazine that is physically smaller in size. We researched the marketability of a small form magazine after our initial showcase of **indetail** magazine and found there is at least an interest in the realm of print media for such a product. Journalism students and professors felt the smaller size did not deter from the average magazine reader experience. While the insight of those involved in the media industry was beneficial in developing our initial marketing research and strategy, we would like to test the appeal of such a product to members of the publication's target audience: Indy dwellers ages 18 to 34 who have as much of an interest in technology and style as they do in local arts and culture. Our goal is to create a marketing strategy to persuade potential publishers that the portability and accessibility of our print and Web products are beneficial and cohesive with the on-the-go lifestyle of readers.

Acknowledgements

We would like to thank Pam Leidig-Farmen for advising us through this project and for her expertise in magazine design for our original **indetail** "Coffee" issue.

We would also like to thank the following for their advice and insight into the magazine publishing industry: Dr. David Sumner, magazine sequence coordinator at Ball State University; Rebecca Berfanger, adjunct professor of magazine management at Ball State University and staff writer for Indiana Lawyer, who provided us with her Northwestern University graduate magazine prospectus project as an example for our own; Jim Poyser, managing editor at NUVO Newsweekly; David Zivan, editor of Indianapolis Monthly; Lou Harry, arts and entertainment editor for the Indianapolis Business Journal and former editor of Indy Men's magazine; Bill Connolly, publisher of Fort Wayne Business Journal.

For the marketing research section and for interviews for our original magazine, we would like to thank the Indianapolis coffeehouse patrons who took time out of their day to answer a few journalistic questions for us, as well as all the coffeeshop owners who agreed to help us with our project: B.J. Davis and Andy Gillman, owner and barista at Bjava Coffee; Moises Molina, former co-owner of The Abbey Coffeehouse; Richard Lobdell, owner of Mo'Joe Coffeehouse; William Powell, owner of Monon Coffee Company; Mike Concannon, owner of Concannon's Bakery in Muncie; Marcie Hubbard, co-owner of Hubbard and Cravens Coffee and Tea; Kate Lamont, founder of Earth House Collective.

For projected printing costs and estimates we would also like to thank Bev Gerber and the production services staff at EP Graphics in Berne, Ind.

Derek Wilson also provided us with some great insight into the financial side of the business, helping us develop realistic numbers for our projected income statement. Aly Brumback also was a big help with copy editing the final document.

For our original project, we would also like to thank the photographers who made our print product look so visually appealing: Cassandra Adamson, Ellen Gilmer and Sam Householder.

We would also like to thank Andrea Zeek for providing us with countless hours of moral support, helping us with the initial conception of our print product and coming up the name of our publication.

Author's Statement

A majority of the **indetail** project was truly a collaborative effort between Stephanie Cope and myself, as we literally worked on mostly every part of the project together from conception to completion. However, since my major (magazine journalism) lends itself more toward print content and Stephanie's more toward design (graphic design), it was logical that she had more of a hand in the visual parts of the project while I more closely monitored the written components of the project.

More specifically, I was in charge of writing and editing all print content in the marketing plan, including the executive summary, as well as the original print publication. For background research, I coordinated and conducted journalistic interviews with regional magazine industry experts and publishers (see acknowledgements section for specific names) and coffee shop owners and patrons for background research to see what would be most realistic to include in our plan. I also researched online usability studies as well as target demographic information about the Millennial generation to include in our market opportunity section as additional proof that both our print and online publications bear in mind the interests of our readers: men and women ages 18 to 34.

As far as editorial content goes, I developed short descriptions for our department pages (each section within the magazine) and feature stories for the "Coffee" issue. For our original project I also reported, wrote and art directed the full-version of these stories, brainstormed concepts and names of departments and developed story ideas for our feature stories. I had a hand in design as well, as I assisted with design choices, including developing an overall color scheme, choosing fonts and creating a design style for the print publication. I also conceptualized what would be a part of our online "coffee shop" community mock-up.

Finally, I compiled a list of potential independent coffee shops that could be potential points for distribution, wrote the advertising plan and works cited and analyzed potential competition for our "niche competitive advantage" section. Stephanie also worked together in painting and priming the newsstand model we would distribute to coffee shops if the publication's plan were to come to fruition.

As for the future of **indetail**, Stephanie and I would need to do some further research and obtain specific numbers for the financial side of the business. I would like to see the publication realistically on the newsstands within the next couple years, and with our plan we believe with this thesis we have developed an achievable plan.

:indetail

From our coffee table to yours. **MAGAZINE**

MEDIA GUIDE AND MARKETING PLAN
BALL STATE UNIVERSITY

:indetail

From our coffee table to yours. **MAGAZINE**

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TOP THREE REASONS TO INVEST IN **indetail**

- **indetail** is a thematic cultural experience that hones in on the on-the-go lifestyle of its targeted demographic.
- **indetail** creates a community of readers through an online “coffeehouse” social network.
- **indetail** presents a unique marketing opportunity and distribution model.

EXECUTIVE SUMMARY

indetail is a new class of magazine developed around the expanding local coffeehouse lifestyle community and growing café cultural scene in Indianapolis. Our tagline — “From our coffee table to yours” — hones in on our goal as a publication: to serve as a monthly thematic coffee table guide to all things pertaining to the city’s buzzing café scene.

Our purpose is to make that thematic cultural experience as accessible as possible for our audience. Creative, musical, organic, wired: Readers turn to **indetail** for quick-hitting recommendations and short yet substantive stories both in print and online to get the most culturally out of each issue’s featured theme.

Coffeehouses have a built-in audience of regulars coming from all walks of life to sit down to enjoy a cup in the coveted “third place” away from home and work. Whether it’s twists on the beverage itself, songs from coffeehouse musicians or coffee talk about local arts and culture, our design and content takes a down-to-earth, relatable approach and is full of bite-sized feature articles, personality profiles, news and reviews unlike other alternative arts and culture publications in the area.

: AUDIENCE

Our content appeals to alternative, tech-saavy Indianapolis locals, both men and women ages 18 to 34 with a slight lean toward our feminine readers. The publication’s on-the-go, pocket-sized availability attracts our ideal reader — someone who has as much of an interest in technology and style as she does in local arts and culture. She also fits into an underserved market of those who are too busy for long-winded mainstream content and aren’t attracted as much to fringe publications.

: indy café culture

The coveted “third place” — where you come to relax and socialize:

- There are 262 coffeehouses in the Indianapolis area.
 - Mo’ Joe Coffee House on Michigan Street downtown estimates daily foot traffic to be nearly 300 unique patrons.
-

EXECUTIVE SUMMARY CONT.

: CONCEPT

indetail takes a bite-size approach to storytelling and uses its smaller than average print format and online presence to its advantage to share quick, accessible content best suitable for an engaged, intelligent and on-the-go Indy dweller.

To foster the instant gratification needs of our audience, interactive quizzes and videos as well as opportunities for user-generated content in the form of book, music and art reviews will make content more relatable and relevant to readers. Shorter print stories based around a specific theme each month put a new spin on the usual local arts and culture coverage, giving our readers a reason to return to the site on a regular basis as well as to pick up the freely distributed coffee table “glossy” that they’ll come to expect as a source for fresh takes on mainstream topics without straying too far from what matters to them most.

: FINANCIAL ADVANTAGE

indetail’s financial advantage centers around its target demographic: men and women ages 18 to 34 who have as much interest in technology and style as they do in discovering the local coffee culture scene. This particular age group takes pride in discovering innovative products and tidbits of knowledge about a wide variety of cultural topics and sharing that information with friends.

indetail will appear monthly on newsstands in Indianapolis coffeeshops as a free distribution publication with an initial circulation rate base of 30,000 each month for its first year of publication.

“ Print magazines will likely remain for generations to come. The portability, affordability and accessibility of a print magazine cannot be replaced by any digital mobile device.”¹

“ A magazine also may in fact become a respite, a retreat; a place to be yourself, be inspired, aspire to be; and give you creative ideas about your home, your clothing, your life.”²

MARKET OPPORTUNITY

indetail researchers identified three trends which suggest an underserved market for a magazine that offers technological convenience, cultural substance and instant gratification.

: TECHNOLOGICAL CONVENIENCE

- Millennials expect the speed, convenience, flexibility and power provided by digital services and resources.
- Members of our target audience excel at juggling several tasks at once since this an efficient, practical use of their time.
- Millennials mostly enjoy interactive full-motion multimedia, color images and audio although they can use any media — even text.³

: CULTURAL SUBSTANCE

- According to Richard T. Sweeney, Millennials respect intelligence and education; “it is cool to be smart.”
- “There is a huge resurgence of interest in the arts, so concerts, gathering points and fan cultures ... become church for a lot of young people of today.”⁴

: DEMAND FOR INSTANT GRATIFICATION

- *Visual Motor Ecstasy*: “The tendency for young people to consider boring any cultural accoutrement that fails to provide instant gratification, a phenomenon brought on by the consumer-friendly, interactive format of the Internet and the heightened pace of American life.” (term coined by UNC Professor Mel Levine)⁶
- Millennials want to “time and place shift” their services — to have them where and when they are ready. They want more granularity in services so they can be interrupted and finish when they are ready without any loss of productivity.⁷

// The Millennials include approximately 80 million individuals born between 1982 and 2001 in the U.S. alone. The millennial generation outnumbers Baby Boomers today, and its ranks will continue to grow in influence as the majority of Millennials reach adulthood in the next decade.”⁵

.....

MARKET OPPORTUNITY CONT.

: PROSPECTIVE READERS

Interviews with some of Indy's regular coffeehouse dwellers conducted by **indetail's** research department confirmed our initial premise that members of our target audience would be interested in a monthly thematic coffee culture publication presented in a smaller format. They also saw the value in an online "coffeehouse" to share music, art and up-to-date news about upcoming events of interest to them.

Hayley

Age: 22

Average visits to coffeehouses a week: 5

Where we found her: Monon Coffee Company

"I usually like to read about the local art and music scenes and subscribe to magazines that focus around nature and yoga. I always have trouble finding out about concerts and art shows at smaller venues unless it's through word of mouth."


Amy

Age: 27

Average visits to coffeehouses a week: 1

Where we found her: Mo'Joe Coffee House

"I like reading about cooking and how to make things — magazines that aren't 85 percent ads. I like fewer words that are easy to read that don't turn my brain off when I first open it. I subscribe to e-newsletters to get the most up-to-date coupons, event information and must-try's. NUVO is hard to read and navigate. Metromix isn't local enough."

 Generations, like people, have personalities, and Millennials — the American teens and twenty-somethings currently making the passage into adulthood — have begun to forge theirs: confident, self-expressive, liberal, upbeat and receptive to new ideas and ways of living."⁷

MARKET OPPORTUNITY CONT.

Juan

Age: 23

Average visits to coffeehouses a week: 1-2

Where we found him: Mo'Joe Coffee House

"I like learning 'tidbit' facts, and find out about events by either word of mouth or through NUVO. It does an OK job, but could be better. Because I'm a med school student, my main topics of interest are health and myth busters, but I also like reading random music reviews, food and discovering indie movies."

Our interviews show that educated young adults are interested in "pocket-sized" tidbits of information based on specific topics just as much as they are curious about what's going on in the local music and art scenes.

:18- to 28-year-olds:

- Have a median household income of \$58,620 (2008 \$)
 - 32 percent live in a central city; 54 percent live in the suburbs
 - 62 percent are civilian employed
 - 60 percent of females have at least some college education
 - 49 percent of males have at least some college education⁷
-

WINNING CONCEPT

: EDITORIAL

Each month **indetail** takes into consideration its target audience's interests and preferences — everything from local arts and cultural news and “pocket-sized,” thematic tidbits of information to what's happening in town.

: MISSION

As mentioned above, our purpose is to make our thematic cultural experience as accessible as possible for our audience. Unlike other alternative arts and culture publications in the area, our content takes a down-to-earth, relatable approach and is full of feature articles, personality profiles, news and reviews and bite-sized tidbits of information based around each month's theme.

: UNIQUE EDITORIAL PROPOSITION

indetail's thematic approach to each issue condenses information of relevance and interest to its readers into a pocket-sized print product that can easily fit in with their on-the-go lifestyle. Even if they don't finish reading an entire issue at the coffeeshop, readers can throw it into their bags and finish it at home at their leisure with their feet kicked up on the coffeetable.

: topics of interest

- arts
 - culture
 - “pocket-sized,” thematic tidbits of information
 - what's happening in town
-

: possible themes

- creativity
 - movement
 - music
 - rainy day
-

DEPARTMENTS AND SAMPLE FEATURES

indetail's departments entertain and relate to its readers. We provide bite-sized bits of information in a highly accessible writing style for our on-the-go demographic.

: FRONT OF BOOK

Circle Talk

The first editorial piece following the table of contents, this section gives a voice to readers within our target demographic. "Circle Talk" lets readers have the opportunity to share their story in 50 words or less that relates to the issue's theme.

Legit or Bullshit

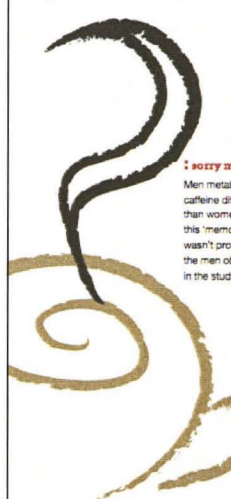
This section either dispels or confirms common myths related to the issue's theme. Information from experts offers quick insights into factoids that members of our curious audience might not have even thought they were wondering about.

Expert

A profile of a local expert who's mastered a craft that relates to the issue's most current theme, this department focuses on what our readers want to know about those "in the know" about an off-the-wall profession. Experts also offer a tutorial on a skill they've picked up along the way of learning their trade.

Where to go

Each issue we choose quirky places that somehow correlate to our cultural theme for that issue, including one place "worth the trip," which might not be in Indy but is pretty close and we think is worth driving to see.



HIGHLY CAFFEINATED
Legit or BS? Three cups of daily joe helps boost memory

THAT'S LEGIT. In November 2005, Austrian researchers confirmed that caffeinated coffee could temporarily sharpen your focus and memory. Now a new study published in the August 7, 2007, issue of *Neurology*, the medical journal of the American Academy of

: sorry men
Men metabolize caffeine differently than women so this 'memory saver' wasn't proven for the men observed in the study.

Neurology, found the effects of coffee might be longer lasting — specifically in women. At the end of this four-year study researchers found that women age 65 and older who drank more than three cups of coffee per day (or the caffeine equivalent in tea) had

33 percent less decline in memory over time than women who drank one cup or less of coffee or tea per day.

And it's important to point out that this study found no protective effect for true dementia or Alzheimer's disease.

— Joy Bauer, M.S.,
Yahoo Health

indetail 07

➤ See appendix for full-size page

DEPARTMENTS AND SAMPLE FEATURES CONT.

: BACK OF BOOK

Style

This primarily photo-driven department is dedicated to the style-conscious **indetail** reader, with a focus on the latest trends that would be of most interest to our on-the-go demographic. Our “Style” section bears in mind the desire for our readers to express their individuality and features quirky yet practical and inexpensive accessories and items that correlate with each issue’s theme.

Interwebz

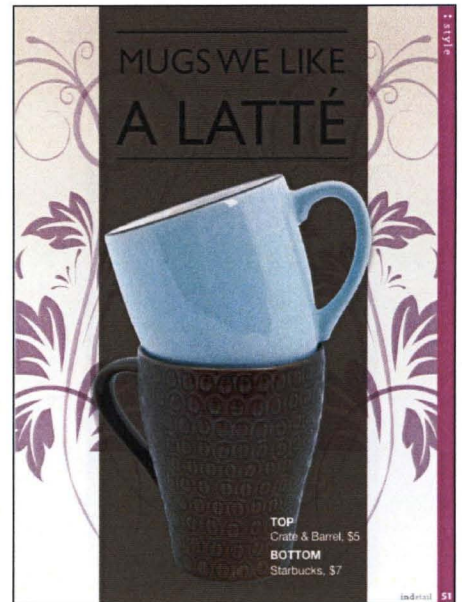
We understand the gadget cravings of our tech savvy readers, so we satisfy their interest with a quick-hitting tidbit about the latest online applications and websites and assess them for their cultural value and relevance to each issue’s theme.

Text and Tunes

We can’t think of two things that go better with coffee than reading and music, so we offer up our favorite reads and songs that tie in with the month’s theme. We also try to keep an emphasis on supporting local artists and aspiring musicians with short reviews of their latest works.

Breakin’ it Down

Our monthly graphic “how-to” department, “Breakin’ it Down” takes a “doable” facet of our theme and illustrates how it’s done, whether that is how to order the perfect coffee blend (“Coffee” issue) or how to make a rain barrel (“Rainy Day” issue).



➤ See appendix for full-size page

DEPARTMENTS AND SAMPLE FEATURES CONT.

: SAMPLE FEATURES — THE “COFFEE” ISSUE

Global exchange

We sat down with local coffee roasters who travel the world to find bonds between the coffee they stock and the farmers who grow it. One roaster, Marcie Cravens, co-owner of Hubbard & Cravens, took a trip to Costa Rica to find the best fair-trade beans for the company she owns with her husband and established a close relationship with a South American farming family, which she returns to visit annually.

Sidebars: What is the difference between fair and directly traded coffee? What are some of the things Hubbards & Cravens is looking for in terms of taste?

From the grounds up

A quick close-up of the underground coffee movement slowly brewing in Indianapolis. We shadow Kate Lamont for a day to see what goes on behind-the-scenes in operating the Earth House Collective — the state’s only 100 percent organic and fair trade coffee shop. An informal coffee-and-tea hangout with a passion for promoting social justice, Earth House also is a friend of the environment and the local arts and music scene by sponsoring indie music festivals and a book exchange.

Sidebars: How to join the Earth House Collective; What does organic mean?

Starbucks Coffee: Buck off

While business owners large and small lay off workers in a bid to survive the worst recession in decades, many small cafés are enjoying double-digit profits. In response, some independent coffee shop owners work overtime to overcome the Starbucks stereotype, metaphorically flipping a middle finger at the corporate chain.



➤ See appendix for other full-size pages

DESIGN

indetail's design style reflects its on-the-go, youthful reader. The post-modern minimalistic style is designed to be earthy, polished, eclectic, urban and contemporary — targeting our coffeeshop urbanites. The bite-sized storytelling is great for our on-the-go readers and the small format combined with the clean, unique design style makes this magazine a novelty. **indetail** looks great on tables in the city coffeehouses and even better as a guest read on our readers' coffee table at home.

EXECUTION: COVER, COLORS, FONTS

indetail breaks it down for readers. Articles are short and easy to read, and every page is layered with sidebar information, pulled quotes or graphics. The design is 70 percent photos, 30 percent text to cater to our on-the-move “browsing” audience. The coffeeshop audience ranges drastically; they are either on the go or sitting at a table for hours. With **indetail**, readers have the option of glancing through for quick tidbits of information by glancing through or spending 40 minutes reading every inch. The content in every issue is to the point, but if a reader has time to kill, there is plenty of information to sift through.

Cover

Since it is newsstand based, **indetail's** cover is very important. The cover will catch reader's attention through an attractive photo or illustration depicting that month's theme. **indetail's** covers are often more like creative and playful package designs. The **indetail** nameplate often takes the shape of the month's theme, similar to Google's search homepage logo.



➤ See appendix for full-size cover

DESIGN CONT.

Colors

indetail uses a variety of bright, youthful shades of lime green, turquoise, orange, tan and fuschia. Each department is represented by a color, and the edges of each page are color-coded to correlate with each department. Color is also used to highlight and accent information; it is used to saturate but not overpower the content.

Fonts

The fonts in **indetail** are all contemporary to match the post-modern style of the magazine. Weights of Gill Sans are used for department page deadlines. Weights of **Helvetica Neue (TT)** are used for body copy to allow for readable type on such small pages. And lastly, Grandesign Neue Serif, with its contrasting slab serif, is sprinkled throughout to accent sidebar information and to add visual texture to the pages.

: PRODUCTION

indetail's pages are of nice quality, but also economically friendly to accommodate the free distribution. We chose a 50-pound, No. 3 matte, shine-coated text cover and a 32-pound, No. 5 matte, shine-coated stock for our body pages. A saddle-stitch binding secures the magazine.

indetail is printed in four colors on a web-offset press. **indetail** will average 64 pages plus a four-page cover each month. Our pocket-sized trim size of 4.25" x 5.5" makes our magazine an easy to-go item for our readers to carry home and read wherever.

: color scheme

- lime green
 - turquoise
 - orange
 - tan
 - fuschia
-

: fonts

- Gill Sans
 - Helvetica Neue (TT)
 - Grandesign Neue Serif
-

: cover stock

- 50-pound
- No. 3 matte

: body stock

- 32-pound
- No. 5 matte

: trim size

- 4.25" x 5.5"
-

INDETAILMAG.COM

indetailmag.com will serve as a revenue driver, marketing vehicle and reader community, drawing in Indy's regular coffeehouse dwellers and keeping them engaged with updated content and forums to highlight their musical and artistic interests.

: REVENUE DRIVER

One of the main functions of the website will be generating revenue through exclusive sponsorship agreements.

Pre-launch Site

Three months prior to the first print issue, a pre-launch site will be constructed to generate early buzz for the free-distribution print product. On the site will be an editor's blog, media kit and a "indetail: coming soon" countdown. The full-content version of the website will launch with the first print edition.

Exclusive Sponsorships

In addition to traditional banner ads, indetail will offer exclusive sponsorships of e-newsletters and Web sections as added value incentives for print advertisers.

: MARKETING VEHICLE

Another of indetailmag.com's primary purposes will be to gain valuable demographic information from our target audience as well as to generate interest in the brand at Indianapolis coffeeshops.

Link Exchange

Sharing links with advertisers will serve as the primary source of unique visitors when the site first launches.

: 5 effective delivery systems for readers:

Publishers must always ensure their:

- Website is always current for people visiting via a computer.
 - Mobile website is automatically updated for people visiting via an iPhone, iPad, etc.
 - Latest content is automatically fed into their RSS feed, which then automatically updates anyone who is subscribed to it with their RSS reader.
 - Twitter feed and Facebook status are automatically updated with the latest content
 - E-mail alerts are sent out with the latest content pointing people back to the site.⁸
-

INDETAILMAG.COM CONT.

User Information

Users will be encouraged to provide demographic information in order to view full articles. The information gathered from this practice can be shown to advertisers to validate the demographics of our target audience.

Viral Marketing

"E-mail a friend" links will be included for exclusive content to build positive buzz and attract new users.

: READER COMMUNITY

Repurposed Content

Weekly updated sections will contain at least one department and will attract visitors through ad content and interactive special features.

Web-only Content

Additional content will be created to complement stories in the print edition as well as to foster an online coffeehouse community.


Examples include:

- Contest listings and event calendars
- User and editor blogs
- Articles, videos, interactives: News/Reviews/How-to's
- Artist gallery
- Open mic (Music gallery)

: ONLINE USAGE OF YOUNG ADULTS

According to a Pew Research Center study, 18- to 34-year-olds:

- Comprise more than half of the total adult online population
- Think new technology makes life easier (64 percent) rather than more complicated (26 percent)
- Three-quarters have created a profile on a social networking site. One in five have posted a video of themselves online.⁷

 More than 85 percent of 600 Internet experts surveyed in the Pew Research Center's 2008 "Future of the Internet III" study predicted that the combination of portability and affordability will turn mobile devices into the leading Internet gateway by the year 2020.⁴



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“In a world full of people, you can lose sight of it all and the darkness inside you can make you feel so small. You have to fight for what you believe in — show people your true color. Mine is green.”

—PHIL COLLINS,
man with a mission



**THEY
CALL
HIM THE
GREEN
MACHINE**
One man's
push to
make all Indy
businesses
eco-friendly

: THE BEAT**THE 'HAPS AROUND TOWN**

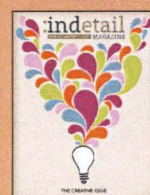
- Top 10 Indy WiFi Hotspots
- State Fair brings 4-legged man
- The “slap” heard ‘round the world
- EarthHouse may book OK Go this summer
- Art Fair begins Saturday
- Downtown gears up for Strawberry Fest
- New sushi bar opens on Mass Ave.
- Lego exhibit at Children’s Museum

BLOG-A-LOGUE

Cole Nealman talks about things no one understands in vocabulary no one has ever learned. Hear what he’s got to say today.

: PICK-ME-UP

IN COFFEEHOUSES NOW
The Creative Issue



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ADVERTISEMENT**: ARTIST OF THE WEEK****CHRIS MUNSON**

This week’s Artist of the Week goes to Chris Munson. You’ve seen him play coffeehouses all over Indy, but his tunes are becoming national. His bluegrass sound has tapped the feet of record label HotShet and he’s on to the “big time” here soon enough.

**LAST WEEK**

PAM CLOSEMEN showed off her unique pottery work.

**: CURRENTLY PLAYING**

BRANDON WHYDE *Wherever You’re Going*
Up Next: **LOVELY HOUSES** *Return to Sender*

: COFFEE TALK**A TWITTER BIRD TOLD ME:**

@sncope Ace of base comes on. Me to Amanda: Remember when Stephanie Tanner sang this song with her band The Bracelets?

@wrighton @sncope And they spent too much time working on their look and not enough time practicing!! Yes.

@coffeefan01 Excited for pumpkin spice latte season!

EVENTS CALENDAR**MAY
01**

FOR THE LOVE OF PILATES
Mindful Movement Studio
- 1315C West 86th Street -
North Indy

**MAY
02**

FOR THE LOVE OF PILATES
Mindful Movement Studio
- 1315C West 86th Street -
North Indy

**MAY
03**

FOR THE LOVE OF PILATES
Mindful Movement Studio
- 1315C West 86th Street -
North Indy

**MAY
04**

FOR THE LOVE OF PILATES
Mindful Movement Studio
- 1315C West 86th Street -
North Indy

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FINANCIAL ADVANTAGE

: CIRCULATION

indetail's circulation is unique from most magazines in that it is solely newsstand-driven and distributed to coffeeshops in the Indianapolis area. Its small size is also a great advantage and allows for printing at an affordable rate.

Rate Base

indetail will have an initial circulation rate base of 30,000 each month for its first year of publication.

Distribution

indetail will be initially distributed to at least 50 coffee shops around the Indianapolis area. Each coffeehouse will receive 750 issues to stock the newsstand. According to the online Indy Indie Coffeeshop map there are nearly 80 coffeeshops in the Indianapolis area (see appendix for full list), so to assume 50 shops will agree to display is fairly reasonable.⁹ Assuming the foot traffic on average per week in these coffee shops is 300, we can assume that most of those people will at least see the publication if it's placed near the register. Some managers have already agreed to this agreement in a hypothetical situation.

: GROWTH STRATEGY

Short-term Growth

If more than half of the copies have been picked up at the end of the month, circulation will grow to at least 40,000 issues and more distribution spots will be added as necessary.

Long-term Growth

Circulation will not grow to more than 45,000 issues. Because it is a free publication, it will be difficult to financially produce much more than that and still generate a profit.

PROJECTED INCOME

INCOME STATEMENT (ESTIMATED)

	2010	2011	2012	2013	2014
REVENUE					
Print Advertising	131,026	137,577	275,154.6	550,309.2	963,041
Online Advertising	55,000	57,750	115,500	231,000	404,250
Newsletter Advertising	10,000	10,500	21,000	42,000	73,500
Shop/Online Sales	125,000	131,250	262,500	525,000	918,750
Event Sponsorship	60,000	63,000	126,000	252,000	441,000
	381,026	400,077	800,155	1,600,309	2,800,541
EXPENSES					
Cost of Goods Sold					
Print Products	6,546	6,873	13,746.6	274,93.2	48,113
Distribution	36,000	37,800	75,600	151,200	264,600
Misc Products	75,000	78,750	157,500	315,000	551,250
Administrative, Selling and General Costs					
Salaries	164,000	172,200	344,400	688,800	1,205,400
Rent/Office	25,000	26,250	52,500	105,000	183,750
Events	6,000	6,300	12,600	25,200	44,100
Financing - Interest Exp.	10,000	10,500	21,000	42,000	73,500
	322,546	338,673	677,347	1,354,693	2,370,713
NET INCOME	\$58,480	\$61,404	\$122,808	\$245,616	\$429,828

ADVERTISING

: UNIQUE SELLING PROPOSITION

indetail readers have as much interest in technology and style as they do in discovering the local coffee culture scene. This particular age group also takes pride in discovering innovative products and tidbits of knowledge about a wide variety of cultural topics and sharing them with friends. We offer advertisers a chance to capitalize on the highly targeted interests of our audience at a time in their lives in which they are most receptive to new ideas.

: COMPETITIVE SET

indetail's demographics and circulation are most in line with NUVO Newsweekly, Indianapolis Monthly and Metromix, making them our primary advertising competitors.

: SALES STRATEGY

indetail has a one-time, four-color open page rate of \$648 — making it the lowest in the competitive set when compared to the size and price of the 1/4-page four-color ads of its competitors — with a launch rate base of 30,000.

We also offer advertisers three ways to reach our readers: ad pages in the magazine, Web-based sponsorships and ad space on our website. There are added value incentives, such as co-sponsoring monthly local artist showcases as well as weekly e-newsletters.

: ADDED VALUE

indetail's added value incentives are designed with our advertisers in mind. We will provide them with a unique opportunity to gain additional exposure for their dollar through packaging ad space with Web sponsorships and promotional events to build advertiser loyalty.

ADVERTISING CONT.

Event sponsorship

Every month **indetail** will co-host book club meetings, artist showcases and local musical performances at coffeehouses, restaurants and specialty boutiques. **indetail** will also include links to advertisers and retailers where readers can purchase the featured items. The events will be listed on the website as well as posted on our Facebook page and announced via our Twitter account, **indetailmag**.

Sponsorship of weekly e-newsletter

indetail offers the opportunity for sponsors to receive recognition with a watered down version of website material: story updates, events, teasers of the next issue, local coffeehouse specials, music and artist reviews, etc.

Lists of links to advertisers

Free link to site, up to a year after the ad runs.

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WORKS CITED CONT.

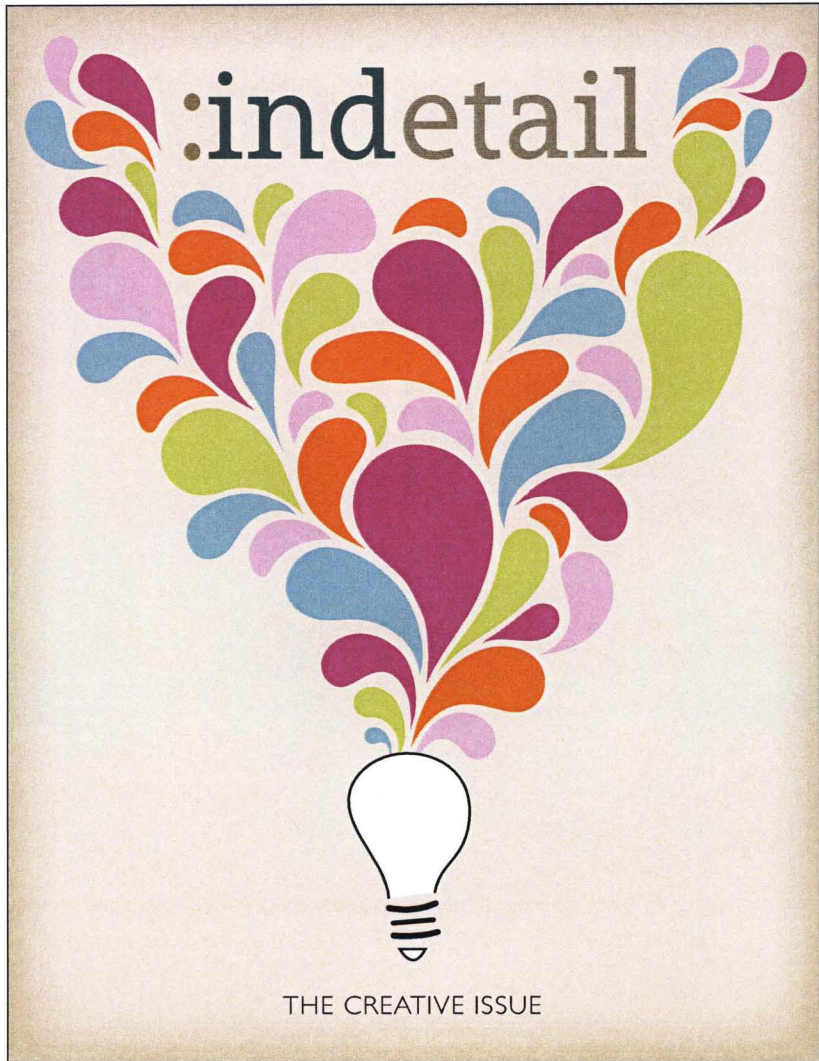
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11. *About Metromix* http://indianapolis.metromix.com/page/about_indianapolis
12. *Indianapolis Monthly: About Us*, http://www.indianapolismonthly.com/info/about_us.aspx

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NICHE COMPETITIVE ADVANGTAGE

	MISSION/POSITION	CONTENT & TONE	STYLE & LAYOUT	COMPETITIVE ADVANTAGE
indetail	“ indetail ’s purpose is to make a thematic cultural experience as accessible as possible for our audience. Readers turn to indetail for quick-hitting recommendations to get the most culturally out of each issue’s featured theme.”	Accessible, witty, casual, post-modern design	Full-page highly cropped focused photo pages paired with bite-sized articles, smart color illustrations and sidebar information	indetail is the only magazine that combines a quick, accessible format in both size and content with targeted themes to engage its on-the-go coffee clad readers.
NUVO Newsweekly ¹⁰	“Coverage of local music and the arts, along with comprehensive local event listings and dining information”	Whimsical, quirky, unconventional, socially conscious	Weekly tabloid has “news haikus” as well as narrative and profile stories of upcoming local artists with off-the-wall photo illustrations; difficult-to-navigate calendar sections	indetail fosters an online coffeehouse community for readers to post songs, events and playlists by their favorite local coffeehouse artists and features a searchable calendar of off-the-beaten-path events and shows.
Metromix ¹¹	“Your one-stop local entertainment guide on where to go and what to do in Indianapolis, from the hottest restaurants and bars, to the latest in events, music, movies, style, and TV.”	Stylish, trendy, hip, entertainment-focused	Weekly newsprint tabloid, clean focused design with multiple entry points, advertisement driven	indetail is solely local to the Indianapolis area and features themed content hand-picked by a team of editors who know what’s relevant to its target audience.
Indianapolis Monthly ¹²	“Strives to provide its audience not only first rate service fare but also compelling narrative stories and lively, urbane coverage of the cultural and political landscape.”	Suited for a white-color general readership who has a budget that allows for luxury items	Glossy monthly magazine with both casual and stylish photography, illustrations and general interest articles	indetail has a highly targeted audience of coffeehouse frequenters who are apt to idle article browsing and searching for local entertainment but not to spending a lot of money or carrying around a regional general interest publication in their purse or back pocket.



Indy culture in your pocket

:indetail

MAGAZINE

GRAB A CUP TO GO AND
ENJOY THE COFFEE BREAK.

Careful. The magazine you're about to enjoy is extremely hot.

APRIL/MAY 2009

: contents

05 circle talk
07 legit or bull shit
08 expert: latté art
14 where to go
24 feature: buck off
32 feature: from the
 grounds up
42 feature: global exchange
51 style: trendy mugs
58 interwebz: tweet your buzz
60 text and tunes
63 breakin it down:
 be your own barista
64 cheers

: staff

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and andrea zeek

As we sit in the living room of our second-floor apartment on a rainy Sunday afternoon, a pot of Guatemalan roast is brewing in the kitchen, and it's all that's keeping us fresh as we put the final touches on this issue.

We've all been there before. Sometimes it just takes that first sip — or smell — to get us through the final stages of a project; it's that quick-hitting aroma that keeps us going.

But as much as it helps us to wake up — even if we've already been awake for a few hours — more than ever coffee has become a part of our social lives, too. Since Starbucks opened in Seattle in 1971, coffeehouse culture has filtered into areas across the country. And if you couldn't tell from our cover, Indianapolis is no exception.

For this issue we took a cross-city tour of some of Indy's most eclectic coffeehouses in search of what patrons and baristas look for in their favorite cafés. Overwhelmingly, they all agreed on a few essentials — a mellow atmosphere and smooth tunes to go along with their smooth, quality roasts.

Within the pages of *ind* detail this time around are all of the above. We've even filled them to the brim with all things coffee plus some, including how to be your own barista (pg. 63) and what one local expert has done to perfect the art of foam lattés (pg. 8).

So go ahead — order that venti latté and let us be your guide as we get up close and personal with this issue's featured beverage.

Stephanie Cope

Amanda Junk

COFFEE TALK

Indetail readers share their stories about what began their love affair with this issue's featured beverage



I got hooked on coffee from one of my sorority sisters in college who used to brew a pot every morning. I think it was the aroma. Now it's just interwoven with good conversation.

— **MINDY BOEHR, 27**



Coffeehouses make for good Saturday afternoon study spots. They're quiet but still social, and I just love having a hot drink in my hand while I'm reading a book or watching the news in the morning. — **WHITNEY PALMER, 22**



I started drinking coffee in college, usually for the caffeine to stay up all night studying for my law exams. I'll admit I wasn't a huge fan of the stuff. Now I drink it because it tastes good and is more sophisticated. — **LOUIS PAGANO, 23**

» word on the street

HOPELESSLY ADDICTED

You get one vice in life — it might as well be coffee. Yes, it's one expense that's not necessary, but it provides some of the underlying fabric of society. Dinner and a cup of coffee, a weekend latté with friends ... really, what else is there?



JACLYN CASALE, 27

HIGHLY CAFFEINATED

Legit or BS? Three cups of daily joe helps boost memory

THAT'S LEGIT. In November 2005, Austrian researchers confirmed that caffeinated coffee could temporarily sharpen your focus and memory. Now a new study published in the August 7, 2007, issue of *Neurology*, the medical journal of the American Academy of

Neurology, found the effects of coffee might be longer lasting — specifically in women. At the end of this four-year study researchers found that women age 65 and older who drank more than three cups of coffee per day (or the caffeine equivalent in tea) had

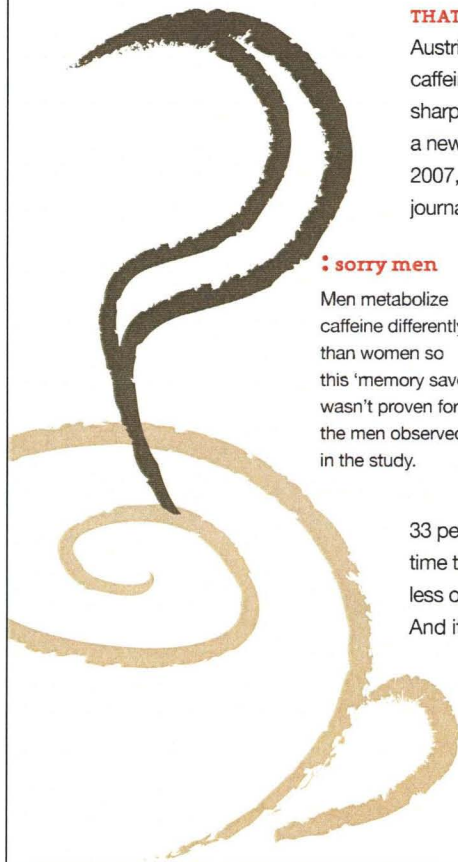
33 percent less decline in memory over time than women who drank one cup or less of coffee or tea per day.

And it's important to point out that this study found no protective effect for true dementia or Alzheimer's disease.

— Joy Bauer, M.S.,
Yahoo Health

: sorry men

Men metabolize caffeine differently than women so this 'memory saver' wasn't proven for the men observed in the study.





MO'JOE baristas serve up a mix of frozen and steamed beverages in an eclectic atmosphere.

CAFFEINATED COOL

Mo'Joe Coffeehouse gains popularity with its Starbucks-like atmosphere, tech-savvy appeal and weekly drink specials

YOU'D NEVER BE ABLE TO TELL THAT MO'JOE

Coffeehouse used to house a photography dark room.

The 4,000 square-foot space was originally designed with a bookstore in mind, but owner Richard Lobdell soon took inspiration from the spread of Starbucks's mainstream coffee culture during the late '90s. "That 800-lb gorilla created a culture, so I marketed the atmosphere at a local level," he said.

Now popular among those in the UIndy law and med-school crowd, Mo'Joe houses corporate-sized meeting tables. A modern vibe also makes it the perfect place for homework or casual afternoon business meetings.

But Mo'Joe isn't strictly business. Live acoustic music from local musicians (myspace.com/mojoelive) and weekly alcoholic drink specials have solidified this café as a mainstay for those in the "cool and caffeinated" set. — A. JUNK

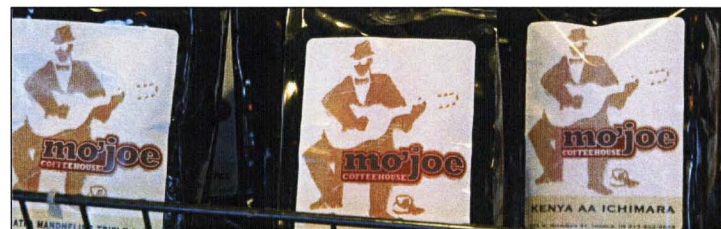
: what to buy

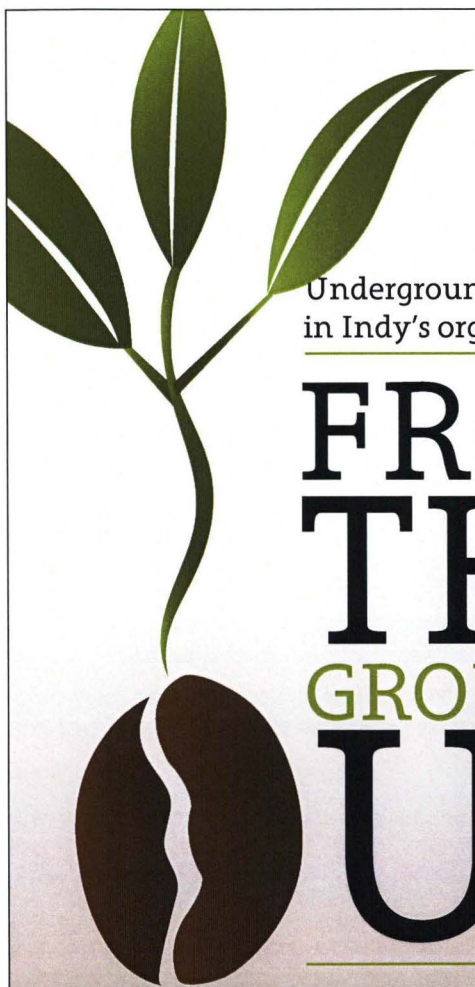
» **Zebra Latte:** White chocolate mocha with a dark chocolate drizzle

» **Smooth Joe:** Mo'Joe's house blend coffee served on the rocks with a splash of milk

: how to get there

222 W. Michigan St.
(317) 822-MOJO
mojocoffeehouse.com





Underground café plants a seed
in Indy's organic coffee movement

FROM THE GROUNDS UP

STORY BY amanda.junk : PHOTOS BY ellen.gilmer

As the sun gleamed on the stained glass windows in the basement of the Lockerbie Central Church one recent afternoon, Kate Lamont rode her bike — tiny purple flowers attached to its handlebars — with a cart almost too full to drive back from the market.

“The best way to go to cash and carry,” she jokes, as she tapped the kickstand to her silver four-speed on the church’s refurbished mahogany floors, Lamont had just returned from a trip to buy more biodegradable spoons, coffee cups and lids for her coffee. ➡



OPERATIONS MANAGER KATE LAMONT pours organic soy milk into a mug of chai latte from behind the counter.

Lamont is the operations manager for the Earth House Collective, an informal coffee-and-tea hangout opened in September by a loose collective of friends who could see potential in the unused space of Lockerbie Central, a German-built structure from 1882, which houses a United Methodist Church upstairs.

In offering her customers a just cup of coffee, Lamont has found new grounds for her passion for social justice. Located on the corner of New York and East streets, downtown Earth House is Indiana's only 100 percent organic and fair trade coffee shop, serving only fair trade, rainforest friendly, organic coffee, tea and smoothies.

Fair trade coffee — beans grown under environmentally and socially responsible conditions — benefit coffee farmers globally because according to Oxfam International, a global relief and development agency, coffee prices have dropped more than 50 percent globally in the last three years and are at their low-

est level in 30 years.

"Everybody deserves a living wage, including global coffee farmers," Lamont said.

More than just coffee

The café sells only organic, fair trade products, from the coffee beans and tea leaves to the creamer and sugar.

"Basically, I believe in the moral concept of fair trade, organic, for better health, activism, by way of music, and localism, supporting artists from the community," café manager Cseariyn Tin Abdul-Hakim said.

Lamont said she sees the sale of fair trade coffee as only part of the Earth House mission to promote peace and social justice locally. Its bookstore is solely focused upon sustainability, eco-justice, economic ➔

what does organic mean?

➤ Organic certification tells you that chemical pesticides and fertilizers have been reduced or eliminated during the growing process.

BE YOUR OWN BARISTA



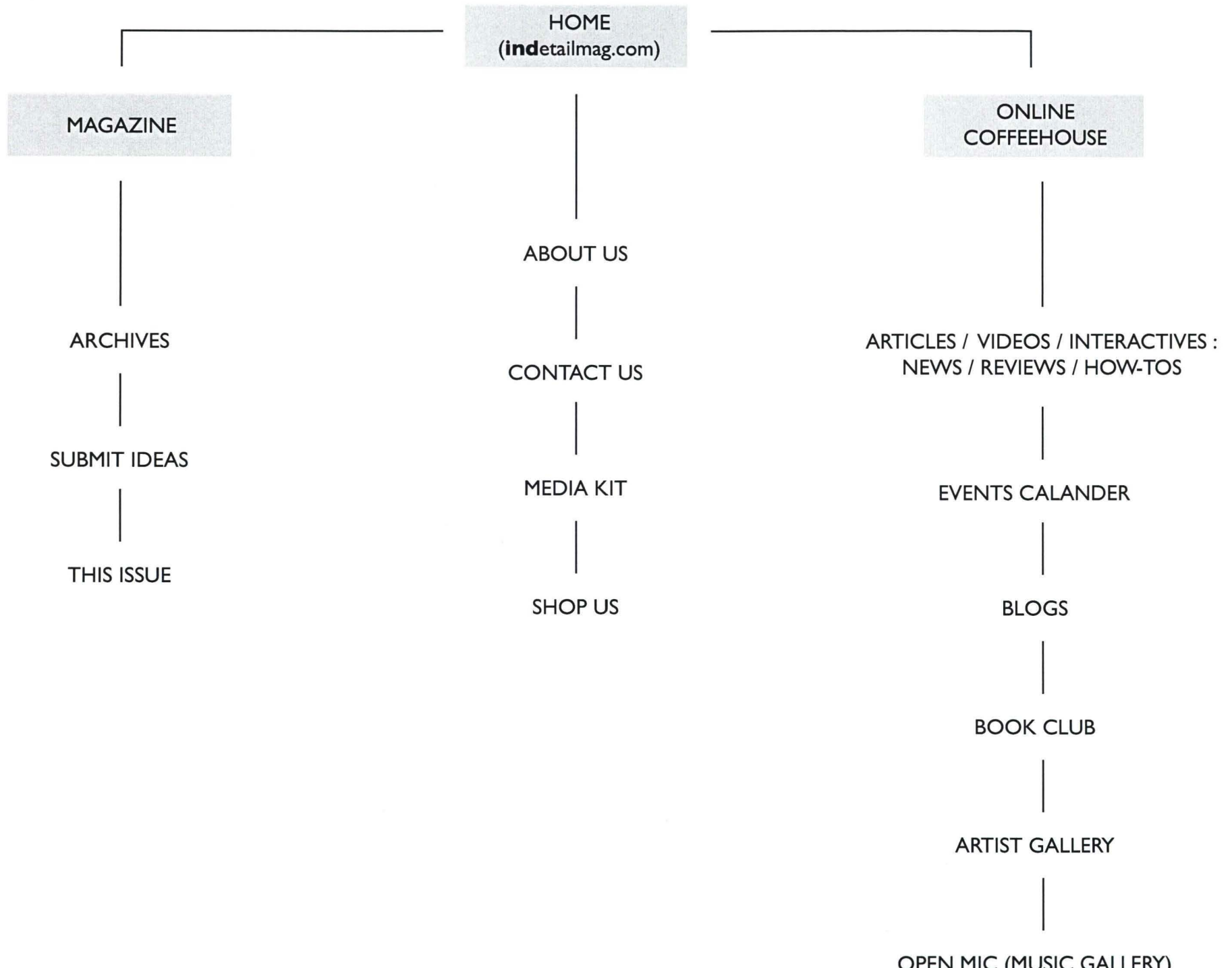
: sizes

Sizes in coffee shops can get confusing for those who aren't used to them. We break it down for you:

- » tall = small
- » grande = medium
- » venti = large

: frappés

Frappés [fra-peys] are frozen, blended coffee drinks. Starbucks often refers to them as "frappuccinos," a combination of a frappé and a cappuccino.



ADVERTISING COMPETITIVE ADVANGTAGE

	MAJOR AD CATEGORIES	COMPETITIVE ADVANTAGE
indetail	Coffee, coffeehouses, alcohol, local events, bars, technology, music, museums, fitness, other businesses special to that month's theme	indetail has a stronghold over the coffee industry in Indianapolis. Our relationship with the coffeehouses in the industry is key. In addition to this advertising we will have some standard advertisements based on the interests and needs of our audience. indetail readers are a trendsetting, cultured youth. Each month's theme will also allow for specialized advertising since the theme will be planned out at least six months prior to publication.
NUVO Newsweekly	Alcohol, music, technology, universities, apartments, museums, restaurants, gentlemen's clubs	Readers are not picking up indetail to see ads of scantily clad women. The publication is a little more sophisticated.
Metromix	Fitness, restaurants, museums, automobiles, real estate, bars, alcohol	indetail targets a younger audience and more youthful events. This publication often has more family events.
Indianapolis Monthly	Clubs, home improvements, furniture, fitness, jewelers, automobiles, health, grocery, law	indetail readers are much younger. They are renters, not home buyers and aren't looking to buy new home fixtures or furniture.

MARKETING STRATEGY

: YEAR 1

- Create buzz for print magazine through website and vice versa for website through magazine.
- Create online partnerships with coffeehouse sites.
- Create Twitter and Facebook accounts and follow/friend people in our target demographic to create buzz for website and magazine.
- Launch e-newsletters.
- Test coffee sleeve advertising in a few coffee shops.

: YEAR 2

- Recruit bloggers.
- Begin book club.
- Create shop, which sells creatively designed merchandise (T-shirts, mugs, etc.) for people to buy.
- Set up back issue ordering.
- Collect demographic information through e-newsletter subscription and provide to sponsors.
- Begin sponsoring a few events.

: YEAR 3

- Host at least one event a month. (Book club events, poetry readings, music, art shows and film festivals)
- Elicit feedback on site and adapt content accordingly.
- Increase sleeve advertising.
- Look into expanding to more coffeeshops.

: YEAR 4 & 5

- Continue to promote sponsorships.
- Increase awareness of website and magazine.

MARKET RESEARCH

: INTERVIEWEES

We visited three coffeeshops in the Indianapolis area (Monon Coffee Company, Mo'Joe Coffee House, Hubbard & Cravens Coffee Co.) looking for patrons who fit into our target demographic to become our likely readers. We used the following selectors:

- Ages 18 to 34
- Indianapolis resident
- Visits a coffeeshop at least once a week

: SAMPLE QUESTIONS

- What kinds of magazines do you read on a regular basis?
- What kinds of articles do you like to see in a local magazine?
- What are your hobbies?
- How often do you frequent coffeeshops?
- What kinds of websites do you visit on a regular basis?
- Do you blog / Facebook / Twitter?
- Do you have friends who have a Twitter account?
- Would you subscribe to e-newsletters if they included coupons?
- Where do you learn about local events?
- What do you like / dislike about NUVO or Metromix?

MARKET RESEARCH CONT.

CAFE PATACHOU

4911 N. Pennsylvania St.
Indianapolis, IN 46205
(317) 925-2823

AH-BARISTA

201 S. Capitol Ave.
Indianapolis, IN 46225
(317) 638-2233
<http://www.ahbarista.com/>

MO'JOE COFFEE HOUSE

222 W. Michigan St.
Indianapolis, IN 46202
(317) 822-6656
www.mojocoffeehouse.com

HENRY'S ON EAST STREET

627 N. East St.
Indianapolis, IN 46202
(317) 951-0335

CUPS COFFEE BAR

201 N. Illinois St.
Indianapolis, IN 46204
(317) 972-9411

CHOCOLATE CAFE THE SOUTH BEND CHOCOLATE CO.

20 N. Meridian St.
Indianapolis, IN 46204
(317) 951-4816

ROMA CAFE

156 E. Market St.
Indianapolis, IN 46204
(317) 488-8736

MARKET RESEARCH CONT.

CORNERSTONE COFFEE & ESPRESSO BAR

1 N. Pennsylvania St.
Indianapolis, IN 46204
(317) 632-4290

HUBBARD & CRAVENS COFFEE CO.

4930 N. Pennsylvania St.
Indianapolis, IN 46205
(317) 251-5161

LAZY DAZE COFFEE HOUSE

10 Johnson Ave.
Indianapolis, IN 46219
(317) 353-0777
www.lazydazecoffeehouse.com

GABRIEL'S CAFE EXPRESS

300 N. Meridian St.
Indianapolis, IN 46204
(317) 616-1079

JEFFREY'S JAVA CAFE

111 Monument Circle # 212
Indianapolis, IN 46204
(317) 266-0538

CUPS COFFEE TEA & MORE

107 N. Pennsylvania St.
Indianapolis, IN 46204
(317) 951-2223

HUBBARD & CRAVENS COFFEE CO.

6229 Carrollton Ave.
Indianapolis, IN 46220
(317) 803-4155

LUCKY BEAN BISTRO

700 Main St.
Beech Grove, IN 46107
(317) 782-0522

MARKET RESEARCH CONT.

FOUNTAIN COFFEES

1043 Virginia Ave.
Indianapolis, IN 46203
(317) 955-8334

THE MONON COFFEE COMPANY

920 E. Westfield Blvd.
Indianapolis, IN 46220
(317) 255-0510
www.mononcoffee.com

LULU'S ELECTRIC CAFE

1460 W. 86th St.
Indianapolis, IN 46260
(317) 879-1995

THE COFFEE BRAKE COMPANY

6215 Allisonville Road
Indianapolis, IN 46220
(317) 257-8222

STRANGE BREW

4800 W Smith Valley Road # G
Greenwood, IN 46142
(317) 881-5282

CORNERSTONE COFFEE HOUSE

651 E. 54th St.
Indianapolis, IN 46220
(317) 726-1360
www.moeandjohnnys.com

BLUE MOON ESPRESSO CAFE

8888 Keystone Crossing
Indianapolis, IN 46240
(317) 819-0894

CAFE DE MEEMO

8702 Keystone Crossing
Indianapolis, IN 46240
(317) 580-1174

MARKET RESEARCH CONT.

RISING DOUGH CAFE

8914 Southeastern Ave.
Indianapolis, IN 46239
(317) 862-5822

NICK'S CAFE

1251 US 31 N
Greenwood, IN 46142
(317) 888-5001

EAGLE CREEK COFFEE SHOP

5625 Lawton Loop East Drive
Indianapolis, IN 46216
(317) 543-2233
www.eaglecreekcoffee.com

PERK UP

6536 Cornell Ave.
Indianapolis, IN 46220
(317) 251-0033

MR. SMOOTHIE CAPPUCCINO & ICE CREAM

1251 US Highway 31 N
Greenwood, IN 46142
(317) 888-5001

BEARCREEK COFFEE COMPANY

8372 E US Highway 36
Avon, IN 46123
(317) 272-1446
www.bearcreekcoffee.com

PEGASUS COFFEE & GELATO

4346 S 500 W
New Palestine, IN 46163
(317) 861-6040

EAGLE CREEK COFFEE COMPANY

10 S. Main St.
Zionsville, IN 46077
(317) 733-3771
www.eaglecreekcoffee.com

MARKET RESEARCH CONT.

THE DAILY BREW ESPRESSO

800 N. Green St.
Brownsburg, IN 46112
(317) 858-1401

CAFFE DEL DRAGO LLC

28 E. Main St.
New Palestine, IN 46163
(317) 861-0001

CHAPPIE'S

12703 Meeting House Road
Carmel, IN 46032
(317) 587-1156

MAMA BEAR'S

10110 Brooks School Road
Fishers, IN 46037
(317) 598-9663

HARBOUR COFFEE CAFE

11 Harbortown Center
Noblesville, IN 46062
(317) 877-3020

LATTE DA

586 S State Road
Greenwood, IN 46142
(317) 887-6425

SUPERIOR COFFEE

1417 Southeastern Ave.
Indianapolis, IN 46201
(317) 632-4415

ISLAND COFFEE

1433 Hoefgen St.
Indianapolis, IN 46203
(317) 955-5959

MARKET RESEARCH CONT.

FOUNTAIN DINER

1105 Prospect St.
Indianapolis, IN 46203
(317) 685-1959

CATH INC.

222 E. Market St.
Indianapolis, IN 46204
(317) 632-1787

GOLD CUP COFFEE INC.

3702 Carson Ave.
Indianapolis, IN 46227
(317) 784-5942

FARMER BROTHERS COFFEE

1417 Southeastern Ave.
Indianapolis, IN
(317) 271-3980

GOURMET GROUNDS OF GEIST

11760 Olio Road
Fishers, IN 46037
(317) 436-7982

COOL CREEK COFFEE

800 E. Main St.
Westfield, IN 46074
(317) 896-9160

FRIENDSHIP COFFEE HOUSE INC.

1037 W. Jefferson St.
Franklin, IN 46131
(317) 346-6242

THE BEAN CUP

8908 Saint Peter St.
Indianapolis, IN 46227
(317) 888-8700
www.thebeancup.com

MARKET RESEARCH CONT.

ILLINOIS STREET FOOD EMPORIUM

5550 N. Illinois St.
Indianapolis, IN 46208
(317) 253-9513

BJAVA COFFEE AND TEA

5510 Lafayette Road, Suite 140
Indianapolis, IN 46254
(317) 280-1236
beejava.blogspot.com, www.bjavacoffeeandtea.com

ARBOR CAFE & TEA ROOM

7173 W US Highway 40
Cumberland, IN 46229
(317) 891-1051

BENJAMIN'S COFFEEHOUSE AND BAKESHOP

49 E. Court St.
Franklin, IN
(317) 736-0048

CREAMERY CAFE AT TRADERS POINT CREAMERY

9101 Moore Road
Zionsville, IN 46077
(317) 733-1700

40 WEST COFFEE CAFE

40 Jackson Place (in the Omni Hotel)
Indianapolis, IN 46225
(317) 396-3629

HUBBARD & CRAVENS COFFEE CO.

902 W. New York St.
Indianapolis, IN 46202
(317) 423-0115
www.hubbardandcravens.com

MARKET RESEARCH CONT.

HUBBARD & CRAVENS COFFEE CO

1701 N. Senate Ave.
Indianapolis, IN 46202
(317) 283-6481
www.hubbardandcravens.com

HUBBARD & CRAVENS COFFEE CO

1114 E. 52nd St.
Indianapolis, IN 46205
(317) 251-3198
www.hubbardandcravens.com

INTERNATIONAL TEA & COFFEE

630 Virginia Ave.
Indianapolis, IN
(317) 917-7995

MONON COFFEE & SWEETS (TWO LOCATIONS)

55 Fourth Ave. SE
Carmel, IN
(317) 814-3998

NOBLE COFFEE & TEA CO LTD

933 Logan St.
Noblesville, IN 46060
(317) 773-0339
www.noblecoffeeandtea.com

NORDSTROM ESPRESSO BAR

130 S. Meridian St.
Indianapolis, IN 46225-1046
(317) 636-2121

TEAS ME CAFE & GIFTS

140 E. 22nd St.
Indianapolis, IN 46202
(317) 920-1016
www.teasmecafe.com

MARKET RESEARCH CONT.

HUBBARD & CRAVENS COFFEE CO

5790 E. 131st St.
Carmel, IN 46033
(317) 819-2770

MONON COFFEE AND SWEETS (TWO LOCATIONS)

79 First Ave. SW
Carmel, IN 46032
(317) 566-2233

LATTE DA

586 S. State Road
Greenwood, IN 46142
(317) 887-6425

CORNERSTONE COFFEE HOUSE (INSIDE BUGGS TEMPLE)

337 W. 11th St.
Indianapolis, IN 46202
(317) 726-1360

BREAD LADIES INC.

5 American Legion Place
Greenfield, IN 46140
(317) 462-3315

HULABEAN COFFEE & ICE CREAM

1642 Olive Branch Parke Lane Suite 100
Greenwood, IN 46143-6447
(317) 881-5662

SUGAR MAGNOLIAS

1785 Charles St.
Avon, IN 46123
(317) 887-6094

CICERO COFFEE CO.

150 S. Peru St.
Cicero, IN 46034
(317) 984-2739

MARKET RESEARCH CONT.

DAILY GRIND COFFEE SHOP & BAKERY

415 S. Main St.
Sheridan, IN 46069
(317) 758-0008

MOLLY O'CONNORS

124 W. State St.
Pendleton, IN 46064
(765) 778-0083

MAIN STREET COFFEE COMPANY

124 1/2 W. State St.
Pendleton, IN 46064
(765) 778-3423

PERK UP

908 Main St.
Lapel, IN 46051
(765) 534-4158

COGNIZANT COFFEE COMPANY

1112 Prospect St.
Indianapolis, IN 46203
(317) 631-0331

THE COFFEE SHOP

9 Public Square # B
Shelbyville, IN 46176
(317) 398-8650

CUPPY'S COFFEE

2545 E. State Road 44
Shelbyville, IN 46176
(317) 398-8042
www.cuppys.com

TASTE CAFE & MARKETPLACE

5164 N. College Ave.
Indianapolis, IN 46205
(317) 925-2233

MARKET RESEARCH CONT.

ROCK PAPER SCISSORS

10 W. Main St.

Greenfield, IN 46140

(317) 462-3011

<http://www.rpsartcentercafe.com/default.asp>

CALVIN FLETCHER'S COFFEE CO

615 Virginia Ave.

Indianapolis, IN 46203

(317) 423-9697

cfcoffeecompany.com

NEWSSTAND MODEL

We primed, painted and assembled with burlap and a pre-made wooden crate this model newsstand for our marketing plan. We would distribute to coffee shops if the publication's plan were to come to fruition. This is what the newsstand could possibly look like for setting next to a register.

